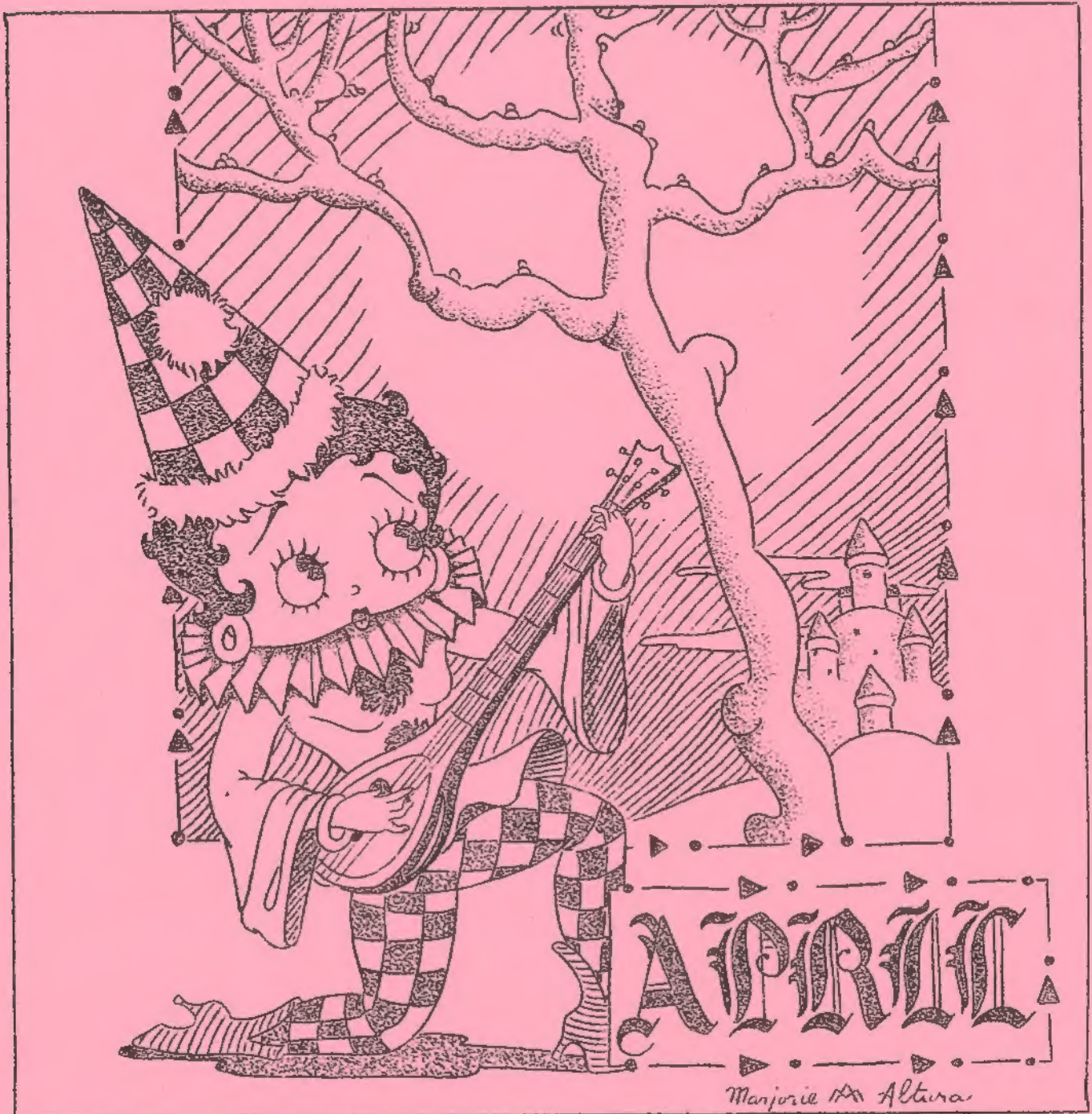


# FLEISCHER'S ANIMATED NEWS

VOL. I. NO. 5

APRIL 1935.

10 CENTS.





# EXTRA

## FLEISCHER-BISNEY--TO MERGE

(REPRINTED FROM THE 'NOTION PICTURE DAILY')

AT A RECENT CONVENTION HELD IN MIAMI, FLA., AT WHICH ALL OF THE STUDIOS, PRODUCING ANIMATED CARTOONS AND SHORT SUBJECTS, WERE REPRESENTED, MAX FLEISCHER AND WALT BISNEY, PRODUCERS OF BETTY BOOP-POPEYE AND BILLY MOUSE- RESPECTIVELY, AGREED TO A MERGER BETWEEN THE TWO STUDIOS. CONTRACTS WILL BE DRAWN UP AND SIGNED WITHIN THE NEXT FEW MONTHS, ENABLING THE MESSRS. FLEISCHER AND BISNEY TO PRODUCE FEATURE LENGTH, ANIMATED CARTOONS UTILIZING THEIR FAMOUS CARTOON CREATIONS.

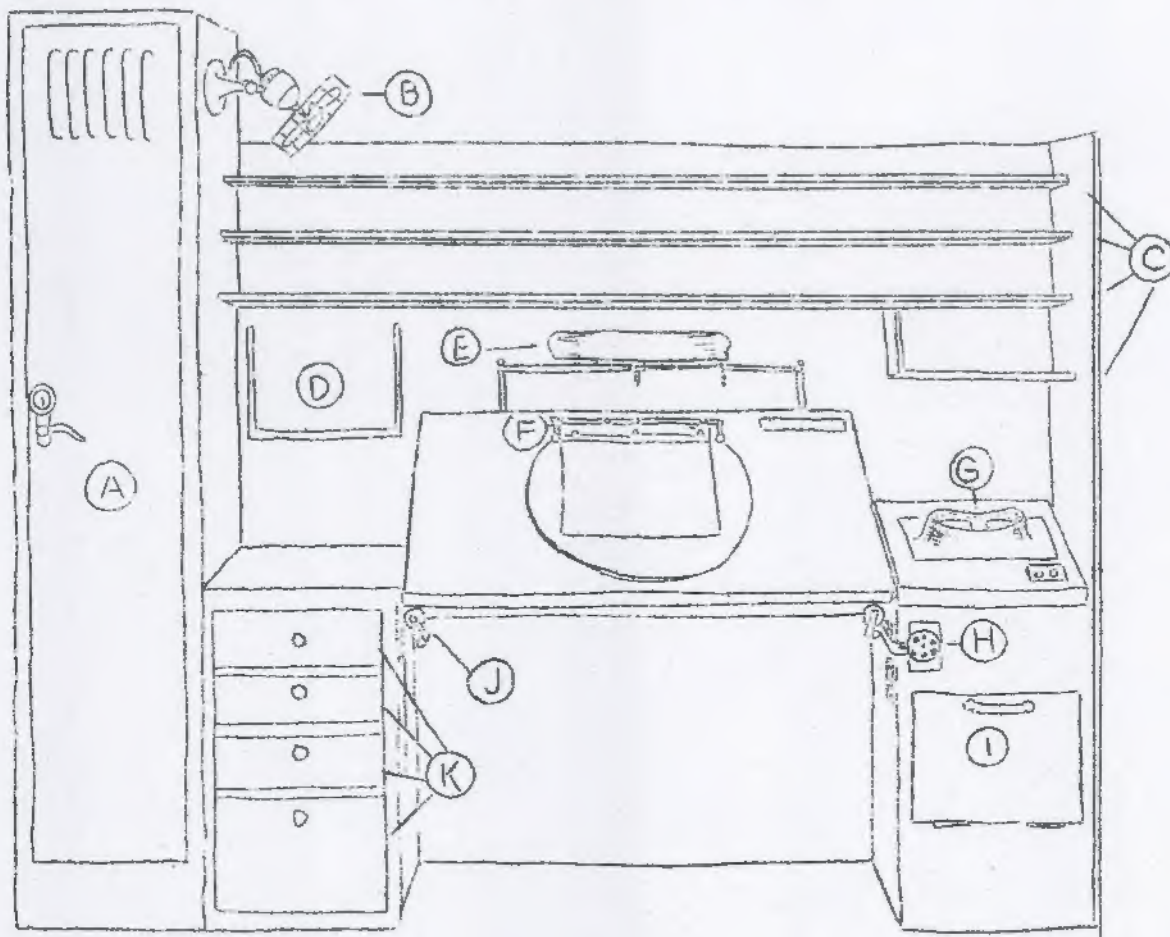
THE MERGER OF THE TWO LARGEST AND BEST KNOWN CARTOON PRODUCERS WILL EVENTUALLY CARVE A PLACE FOR THE ANIMATED CARTOON - WHICH WILL DEMAND EQUAL BILLING WITH THE FEATURE ON ANY PROGRAM.

THE NEW COMPANY WILL BE KNOWN AS INKWEEL INKLINGS, INC. A SITE HAS BEEN LEASED IN FLORIDA FOR THE BUILDING THAT WILL HOLD THE STUDIO. THE STUDIO WILL BE EQUIPPED WITH THE MOST MODERN-UP-TO-DATE EQUIPMENT. THE BUILDING WILL HOLD A SWIMMING POOL AND GYMNASIUM - AS WELL AS A COMPLETELY EQUIPPED LUNCH COUNTER FOR THE EMPLOYEES.

STAFF CORRESPONDENT.

We all know that Max Fleischer has invented many devices for the betterment of this growing profession, and so it is with great pleasure that the Animated News introduces to you, another of his creations, designed to improve working conditions, realizing that surroundings play an important part in any art work.

The animator's desk, pictured below, shows the outstanding features of this newest invention, which, in our opinion will meet with your decided approval.



- A - Locker
- B - Midget fan
- C - Plenty of shelf space
- D - Rack for holding charts
- E - An over lamp that does not throw a glaring light.
- F - Clamp to hold drawings. Does not interfere with pans.
- G - A Flip-o-scope. Drawings are automatically flipped, enabling the animator to view the animation at the exact speed at which they are projected, making it possible to perfect animation and timing.
- H - Automatic pencil sharpener.
- I - Concealed waste container.
- J - Adjustable drawing board which can be set at any angle, raised or lowered.
- K - Three small drawers for materials and a larger one for reference.





Emulating the custom of the N. Y. Stock Exchange which annually observes a "boy's day" on which the office boys of the Exchange are solely in charge for one day, - Fleischer Studios will observe an "opaquer's day" when all people on the 8th floor will come up and animate and vice versa. The date of the "opaquer's day" will be announced later.

On the accasion of our next fire drill, everyone will go up to the roof where we will all practice jumping ten floors into life nets.

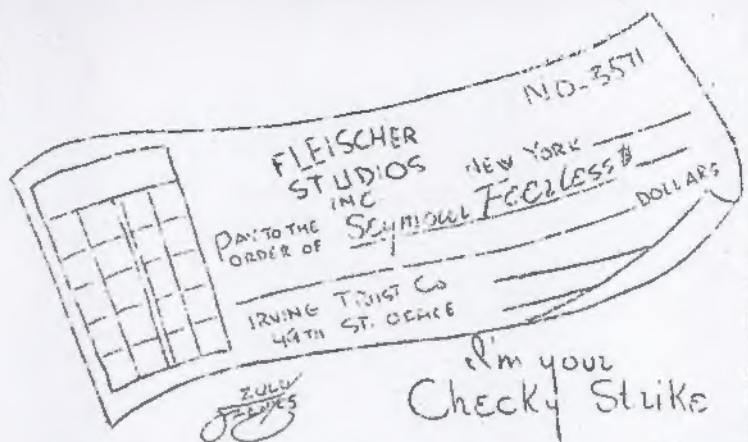


All boys are asked to please take the girls in their departments to lunch, as a mark of good fellowship and friendliness amongst employees.

DAVE TENDLAR

I'm your  
best friend!!

to anxiety - I bring relief  
to distress - I bring courage  
to achievement - I bring content  
to loneliness - I bring comfort

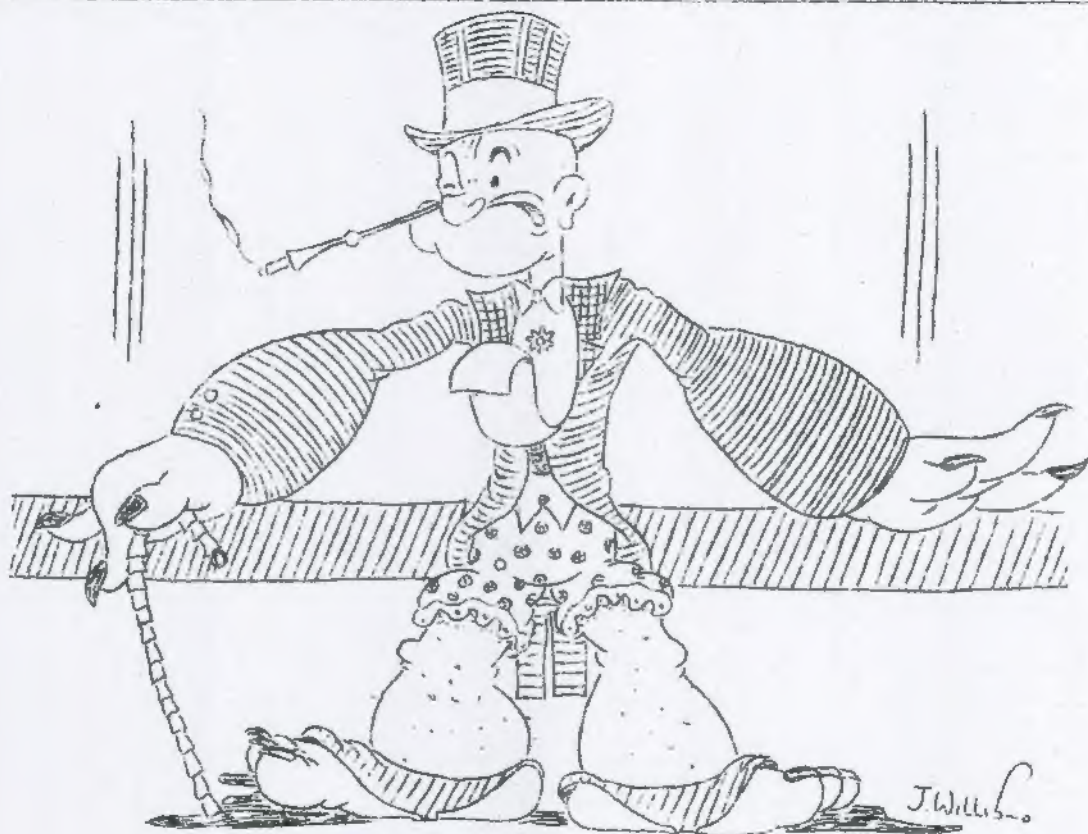


### DIZZY DEFINITIONS

By Bob Barbour

- WIDE - Something you get in the winter time.
- SCRIMP - A little guy.
- CAMPAIGN - A sparkling, bubbling drink.
- GOITRE - Steel bar used on buildings.
- TARZAN - What comes after nine hundred and ninety-nine.
- EARL - A liquid used for lubrication.
- TROPIC - Subject of conversation.
- OIL - Noble man of Europe.
- STOIC - A bird that brings babies.
- COAST - Something that appears when you die.
- GIGOLETTES - What you get out of the subway slots for one penny. ( get it? )
- DISGUST - To talk over.
- VISION - Where the big shots went last summer.
- DANCE - Thick.
- HOME-RUN - Something that happens at six o'clock.
- CYNIC - A Place to wash dirty dishes.
- CYNICAL - A small cynic.
- 4'GREY - A tonic and restorative for frayed nerves.
- FIRED - What the nerves are frayed of.
- BALL - What a baby does when it's spanked.
- FOOL - Anyone who tells his wife where he was.
- GONER - " " doesn't tell his wife where he was.
- HONEST MAN - Character in book.
- AGHAST - A visitor
- TONSIL - A short dance.
- NOISE - One who takes care of the sick.







# TINY TYPES



EDITH VERNICK was born on April 15th 1898, (send wishes) as Edith Petrushka Vernikevitch. She's a real re-headed Russian and a direct descendant of the russia nobility.

When she reached her second birthday, her parents brought her to the land of milk and honey -- America. Honey didn't flow as freely as they thought it would, so they immediately put their return trip tickets into use and returned to Russia, the land of the Volga and vodka, and again Edith was under the reign of the Czar.

She began the study of dancing very early. She was only at the point where she could muster enough courage to take 10 complete steps, when her parents hustled her to a dancing school.

Needless to say, her progress was remarkable, for when she was 14, she was summoned to dance before the Czar. Being ambitious, she danced all around him. The russian Prince, Nicolai was spellbound by the intricate movements of the little dancer, so young and fair. He wooed and won her. Edith was 15 when she married Prince Nick.

The revolution at that time forced a great number of people to forsake Russia. Edith and her hubby Nick, together with their little offspring were among them. They left for the U. S. Edith by this time felt like a commuter. Passing through England on their way to the U. S., Nicolai was lost in the fog and Edith hasn't seen him since.

Reaching american soil, Edith decided to start life anew, leaving her young son to be brought up by a married and childless couple. Now that she can afford to support her son, he refuses to acknowledge her as his mother, preferring to know her as a girl friend. Edith is heart-broken, but tries her best to conceal it.

You may not believe this, but Edith Vernick's son is an employee here in the studio. He's one of the inbetweeners - - - Jack Mercer.

Due to Edith's modesty she has kept most of her life a secret. You may have read some of her prose and poetry, books of which were among the best sellers in Russia, at Edith's stay there. She writes plays now and submits them under the name of Frances Marion, a name well known in the circle of scenario writers.

She sleeps from 3 to 4 hours each night, dressed in men's pajamas, in a big double bed. She tosses from one side to the other all through the night. She has a large mole high on her right thigh, and another smaller mole on her left hip.

Her hobbies are sports. ( ages 16 to 50 ) When she was 21, she accidentally fell down a flight of stairs, and lost all of her hair, and what you think is a beautiful of red hair now, is really an expensive wig, which is partly glued to her head. In the way of food she likes herrings and 7 layer cake. Her favorite drink is a mixture of:- 1 part scotch, a dash of gin, a part of rye, 2 parts of Irish whiskey and a part of cognac with a few drops of vinegar.

She does the funniest things after that drink. She likes to eat nuts between meals and literally devours candy by the pound.

Edith once played an important part in a trunk murder mystery. She confessed - and served a sentence of a few months. As far as people know, she was in California at the time.

She likes to go to the movies and does, a few times each week. She prefers mystery thrillers to anything else.

She loves to go horse-back riding. Incidentally one of the horses she owns ran in the last Irish Sweepstakes. But that's all the horse did. It just ran, in fact it might be running yet.

Edith was once employed as a torch singer in a cabaret. Later she became one of Texas Guinan's gals and did some classy hoofing for 85 dollars per. She doubled for Mary Carr in the silent production of Over The Hill.

She's very temperamental and usually forgets herself, but is sorry later. When she's angry with people she likes to wring their necks.

She has a collection of 75 different hats in her wardrobe. She remakes them to the present day fashion.

She likes deep sea fishing. Two years ago while on a fishing trip, a 175 pound swordfish caught on to her line, and pulled her overboard before anyone could stop her. She was pulled through the water at a terrific speed, but finally, with the aid of two companions in a motor boat, she succeeded in landing her catch.





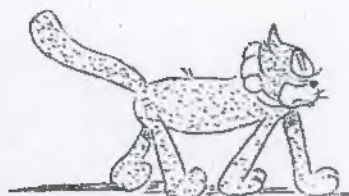
(ED. NOTE:- THE SIGNATURE IN THE ABOVE CARTOON - "JAY VAN" - IS A MERGER OF TWO OF OUR INKERS, WHO HAVE BEEN SUCCESSFUL IN COLLECTING A NUMBER OF REJECTIONSLIPS FROM VARIOUS MAGAZINES.)

SPRING

Did you ever stop and think  
About what happens every spring,  
How things begin a-growin', gettin'  
greener'n everything?  
Makes Dame Nature look so bilous  
That she needs a pill or two,  
So if you're a lazy no-good scoundrel,  
This'll kind of comfort you.

Beatrice Cypert.





I THINK I'LL HAVE  
SOME FUN WITH  
THIS CAT

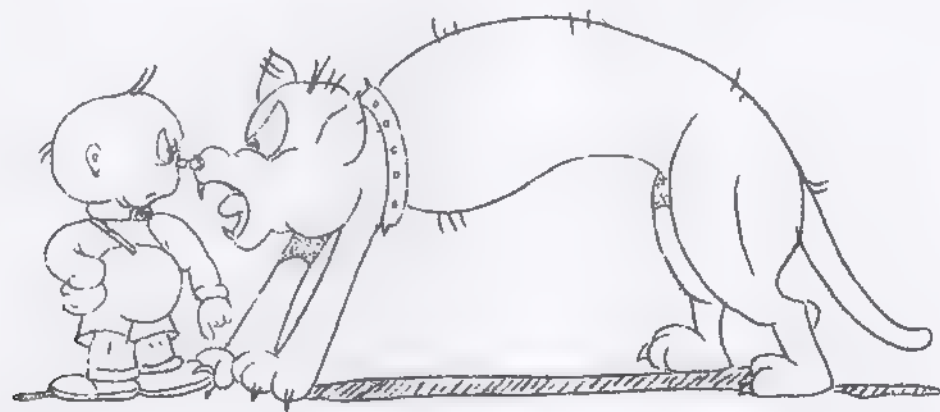
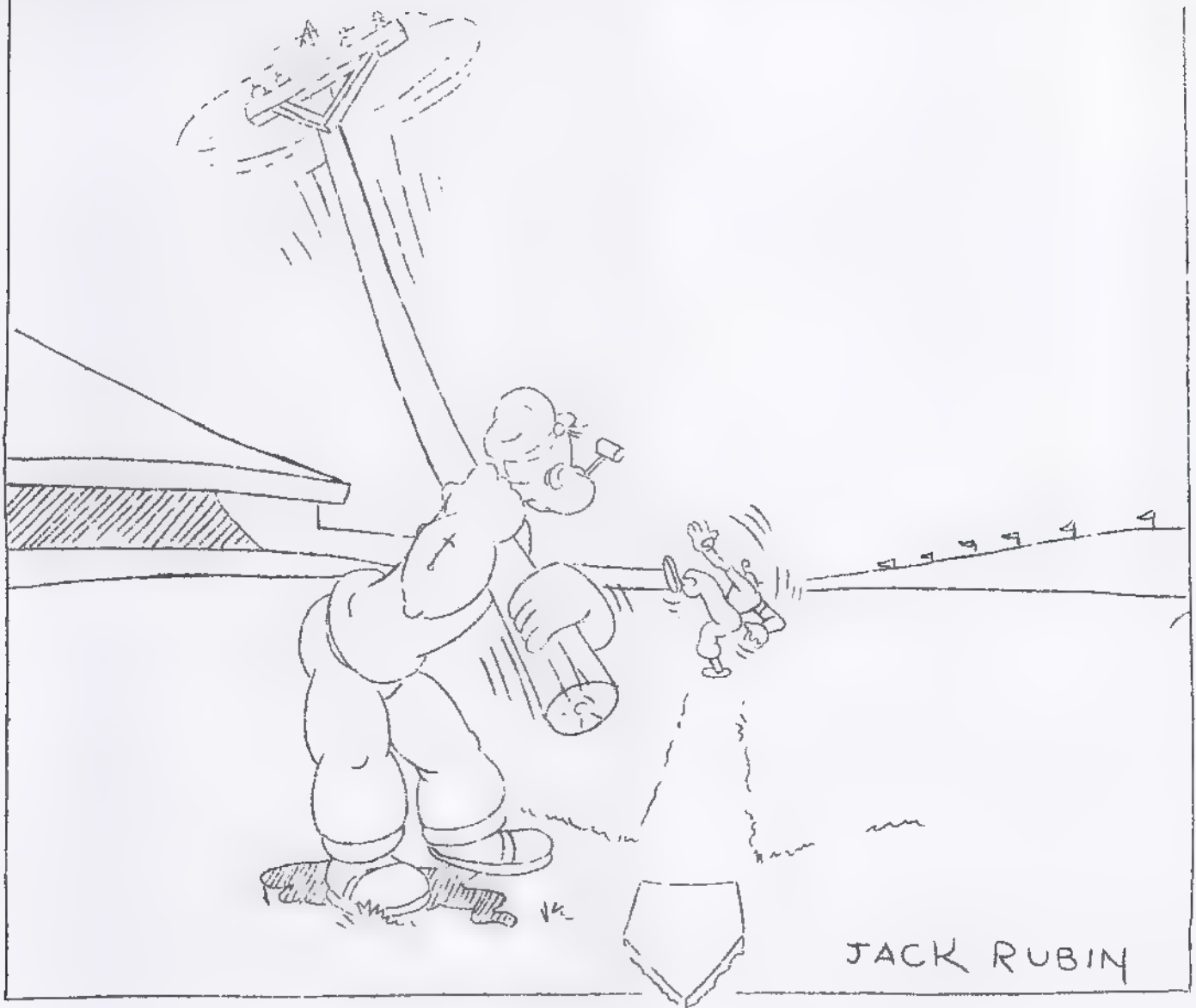


WOTT'L I DO NOW--  
I KNOW! I'LL  
HYPNOTIZE HER



BOB BARBOUR





Bob BARBOUR



# DOWN THE STUDIO LANE

What tall dark and handsome opaquer whispers sweet nothings into the pink and shell-like ears of what lady animator?...Dave Fleischer, Izzy Sparber and Edith Vernick are feud-ing. Dave is angry at Izzy because Izzy doesn't want to be angry with Edith, and Edith is angry with Izzy because Izzy doesn't stick with Dave in being angry with Edith. (I don't know -- , you figure it out)...

FLASH - - Marilyn Werner and Tex Hastings have pfft! His present heart interest is little Helen Kirsch of the coloring department...Joe Stultz is nursing a dented nose. 'Twas the result of a lunge at the door of the story dept...Milton Fine and Lizzi Hirsch are Romeo and Juliet-ing... Florence Kraemer is heart-broken. Abner Kneitel just can't see her... What head animator in Willard Bowsky's dept., sends flowers and candy every week to what studio exec?...Marcella Chadkin does not wish to have her name mentioned in the Animated News. Okeay, Marcella Chadkin, we'll refrain from using Marcella Chadkin in the News...Hal Sherman and Kitty Pfister have drifted apart. He spoke out of turn...Sophie Korff, to please her heart-throb Larry Lippman, is heavily indulging in cosmetics...Bill Van Derveer smokes an exclusive brand of cigars. They have a kink in 'em. Ask him for one. Bill is a direct descendant of Sir Walter Raleigh. He still has a few cigarettes personally autographed by him...

Eli Brucker has spent \$45,000 of his sweepstakes prize, which a fortune teller predicted would reach a figure of 75 grand. P. S. Eli is in the red...Tom Moore hurriedly changed the soil of Manhattan for a den of seclusion in Virginia last week. The husband of the young lady was hot on Tom's heels. Tom returned a few days ago. Did you notice the worried look on his face? I wonder----...Larry Lippman is trying to crash the eastern flicker factories with his Barrymore profile...Myron Waldman and Lillian Friedman have secretly been welded since a few months ago... Ditto Anderson Craig and Norma Fain...Marilynn Werner and Tex Hastings have pffft...Ask George Germanetti where he spends Monday evenings. You'll be interested...Dave Hoffman, since last week is sporting a brand new set of uppers and lowers...

Sydel Solomon likes to play practical jokes. Last week she put an open bottle of ink on an inker's chair and later accidentally sat down on it herself...Jack Willis owns a short-wave radio set. So what?...Harry Ritterband craves PUBLICITY through the Animated News, therefore the mention of his name...Helen Senzon and Bert Platt have pffft. The cause is incompatibility (or surp'n)...Ditto Marilyn Werner and Tex Hastings...Dominic Campanella and Edith Vernick are "all over town"... Rose Schoenberg and Jeff Price have opened a joint savings account. (both have an account in the same joint)...Jake (Walter) Ozarkowitz and Ellen Jensen are denying all reports...Dave Fleischer and Izzy Sparber have just returned from a trip to Florida. They went deep sea fishing

and anticipated great catches of sail fish, dolphins, etc. They've just returned with an unopened can of sardines. They sed 'twas the best they could do...Bill Turner, our ace story writer has a match trick to show you that'll probably boin you hop (gag)...What caused the sudden burst of energy on the part of Jack Willis?...Charlie Schettler was 5 minutes late for the meeting last Friday. Max was 6 minutes late. Both were handed late cards...Roberta Whitehead was seen in the company of what popular young romeo of the studio staff? He's been reported engaged...Alfredo Ximenez and Nelly Sanborn have called it a day...Ditto Marilyn Werner and Tex Hastings...

Send legitirate birtthday greetings to Aaron Krawitz, whose birthday falls on today and to Miriam Schlepp on the 30th of this month...Lizzie Hirsch, Don Figlozzi and Tom Moore comprise the most talked about triangle in the studio...Who was that young man I seen you with last Friday, Janet Fay?...A petition will be drawn up by the animators who share the inking dept. with the inkers, against their leather heels. Deudedly annoying, don't you know...

Herman Cohen is the unluckiest guy in the studio. He's been playing machines, cards and dice for years and hasn't won yet...Beatrice Cypert and Nick Tafuri are blazing...Marilynn Werner and Tex Hastings have pffft...Marjorie Altura was escorted to a movie by Frederick March, her screen idol, last Wednesday. She's away on a legitimate vacation. It's her nerves...Did you see the gray haired gentleman in the studio last Monday? He's 106 years old and wants to be an animator...Bill Sturn and Marion Halse are having fits...

DID YOU KNOW that Tex Hastings was the proprietor of a medicine show out west?...That Tom Moore was born bald-headed?...That Saul Kessler was a female impersonator on the stage about 10 years ago?...That Fermin Rocker's secret ambition is to hold hands with Marilyn Werner?...That Dave Tendlar drives a cab at night?...That Edith Vernick, due to an old russian custom has three teeth studded with diamonds?...That Jack Mercer is part Sioux Indian?...That Lod Rossner owns a real live cow?...That Lawrence Lippman is only 16 years old?...That Bob Barbour ran away from home when he was 14, and traveled across the ocean before he was missed? That Jake Ozark was a very well known violinist (in Patterson) a few years ago?...That Ma'rion Halse and Jim McCabe were married 3 days ago? That George Germanetti is a distant relative of Clark Gable?...That Charlie Schettler owns a string of race horses in Miami, Fla.?...And that Joe Fleischer would run a mile for an antique?

\* \* \* \* \*



# NOTICE

THE MANAGEMENT OF MOTH'S RESTAURANT  
EXTENDS A CORDIAL INVITATION TO ALL  
MEMBERS OF THE FLEISCHER STUDIO STAFF TO  
ATTEND A DINNER IN THEIR HONOR ON  
FRIDAY EVE. AT 6 P.M.

10¢ COVER CHARGE  
PER PERSON

MANAGER.  
MOTH'S RESTAURANT.

## - SALE -

Full fashioned hose ..... 15¢ pr.

A silk slip FREE with every  
dollar purchase.

BERNIE'S 1598 Broadway

## SAT. & SUN. ONLY

All Fleischer employees will  
be admitted FREE to the Baramount  
Theatre, 43rd Street and B'way.

Bring a friend.

BARAMOUNT THEATRE.

## SUNNYWOOD RESTAURANT

Full 10 course dinner including  
floor show -

50¢

Friday eve. between 6 & 7 P. M.

## AUCTION

All articles under 10¢ given free  
with purchase of articles 10¢ or over.

Auction will take place Friday eve.  
between 6 & 7 P. M.

FLEISCHER ART SERVICE.

## WANTED:

A pair of binoculars with tele-  
scopic lens and camera attach-  
ment.

Price ranging from 10¢ to 17¢.

Apply: Jake Ozarkowitz .

Inbetweening Dept.

APRIL  
FOOL



# EXTRA FLEISCHER'S ANIMATED NEWS

VOL. I. NO. 5

APRIL 1935.

TO: Members of the Fleischer Studios:

Many of you may have read the pamphlet issued by the so-called Animated Motion Picture Workers Union, and undoubtedly you have had certain reactions to its contents.

It appears that a number of our members were incensed by the personal attack upon me and several of them have expressed their resentment of such tactics.

Tom Johnson, who happens to know the circumstances relating to Dan Glass was particularly aggravated by the statements issued by the Union regarding my lack of interest in the welfare of our employees, and particularly Dan Glass.

Tom Johnson found it impossible to resist revealing his own viewpoint and reactions, and accordingly made it his business to write a letter expressing his opinion to the so-called Union.

Tom called my attention to a copy of the letter he had sent and the correspondence on the following pages should prove interesting.

I wish to make it clear that Tom's letter, or my letter to Tom is not to be considered in any light as an argument for or against unions.

The correspondence that follows is merely presented to your attention as an indication of the resentment of many of the members of our organization to unfair and misleading tactics.

*Max Fleischer*

Here is  
Tom Johnson's letter  
-----oOo-----

March 20, 1935.

Executive Committee  
The Animated Motion Picture Workers Union  
60 West 15th Street, New York City

Gentlemen:

You included me on the mailing list for your BULLETIN and invited me to write you on the matter.

The things that struck me most forcibly in your paper were your, "black-jack and brass knuckles attitude, your Communistic, "Let's take it" platform and your unfounded vicious attack on Max Fleischer in the Dan Glass case. DAN HIMSELF WOULD CONDEMN IT!

Who said Dan made \$12. His weekly check showed TWENTY TWO.

Why didn't you state that Dan, besides inbetweening, carried a very heavy night school program while at Fleischers? He himself complained of the strain and gave up this outside activity. TWO years of night school averaging three nights a week! COULD THAT HURT HIM?

And didn't you "forget" that Max urged Dan to take a weeks rest at a Jersey resort which Dan did as Max's guest?

And didn't you also "forget" that Max urged Dan to return home long before he did and at that time offered to send him?

I have a letter from Dan's mother. I knew her and she wrote me after his death. Quotation shows her attitude:- "MR. GLASS AND MYSELF WILL ALWAYS FEEL DEEPLY GRATEFUL TO MR. FLEISCHER AND ALL OF DAN'S FRIENDS IN NEW YORK WHO HELPED HIM IN HIS RECENT ILLNESS." Dan and his family, it is obvious, had no complaint. His folks sincerely appreciate the thoughtfulness shown their son. I have a hunch they would feel deeply hurt in knowing that you USED DAN AS A "SPEARHEAD" IN AN ATTACK ON MAX FLEISCHER who really did all he could to help Dan. And with your logic and deductions you ask me to sign up with you?

But to come back to my own case. JUST WHAT CAN YOU OFFER ME? In the five years I have been here I have had every opportunity to advance. I saw a vacancy we worked for it. At one time fourteen of us competed for ONE opening in the inbetween department. The best one got it. These opportunities are still present. We went ahead that way instead of ganging up and putting the "squeeze" on Max. My salary advances kept pace with my added value to the company. This also, is fair enough. In short, I am satisfied and have NO COMPLAINTS!



You announced your policy of "complete control". A Union headquarters will regulate salaries, hours and other situations concerning the business. That means I'd be working under your orders and so would Max. You'd tell us both what to do. I don't like the idea of turning my career over to you to handle. By the way, WHO ARE YOU?

I've observed your Communistic "Let's take it" attitude. I don't think this would be good for either the business or my career. On the other hand, Max knows what he can pay to keep things going steadily. With over twenty years experience in animated cartoons he knows how to nurse things along when necessary. Another thing, since I have been here the plant has never been closed a single day. You could put me on strike at will. I need my salary 52 weeks in the year. Can you guarantee that? MAX FLEISCHER CAN!

All Unions, I have observed, have started with high moral principles to benefit the worker but I have yet to see one that didn't degenerate into a soft racket for the organizers. I won't split my salary with ANYONE!

But I do favor an organization! It's membership would come from those in the staff who realize that a Union means trouble in this business especially when composed of the Communistic "Let's take it" element. It would be a loyal veterans association devoted to protecting themselves and the business from all trouble makers.

Very truly,  
*Thomas Johnson*  
Thomas Johnson

Max's Letter to Tom

March 21, 1935.

Dear Mr. Johnson:

Please be assured that I appreciate your kindness in calling to my attention a copy of your letter dated March 20, 1935, and addressed to the Executive Committee of the Animated Motion Picture Workers Union.

I sincerely appreciate your resentment of the attack made upon me personally by this so-called union.

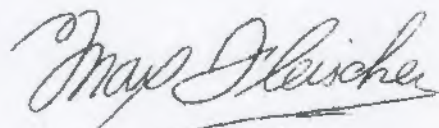
Your letter is more significant in the fact it was written entirely on your own volition and in the further facts that you are in no way related to me, that you are not an officer of the corporation, that you are not in any managerial capacity and that you are one of our employees of five years standing.

It is very gratifying indeed to learn from your letter your observation of the opportunities in this company for advancement, and I am wondering how many more of our members realize the opportunities all about them to advance themselves to better positions which is possible in our organization by a display of sincere interest and adaptability for the requirements in this field.

I take this opportunity to inform you that I am as much pleased with your progress in this company as you are and I sincerely trust that you will make even more progress in the future than you have made in the past and that we may eventually count you among the members of our organization who have been with us some twenty years.

I assume that the copy you sent me was intended to be confidential, and I am prompted to ask your permission to print your letter in our studio magazine and your permission to do so will be highly appreciated.

Sincerely yours,



Max Fleischer

MF:MW.

Tom's Reply to Max

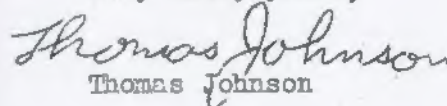
March 21, 1935.

Dear Mr. Fleischer:

I take great pleasure in the opportunity to have my letter printed in the studio magazine.

What I wrote to the Executive Committee of the Animated Motion Picture Workers Union is exactly how I feel and I don't care who knows it.

Very truly yours,



Thomas Johnson



## STUDIO NEWS

In order to reduce the glare from the lights underneath the drawing tables used throughout the organization, the company has experimented for the past few weeks with a special non-glare glass known as "Twin Ray".

Reports from those who have had the experimental glass inserted in their drawing boards indicate considerable advantages over the glass we now use.

For instance, Willard Bowsky reports that the eye strain and general sight tiredness which he experienced with the present type was entirely eliminated by the new "Twin Ray" glass and if this were the only advantage, it would be sufficient reason for the company to go to the expense of installing them throughout the plant.

Accordingly we have arranged to install the "Twin Ray" glass in every drawing board and just as soon as the glass is delivered to us your drawing boards will be equipped.

## FLEISCHER ANIMATED NEWS FUND

	Balance in March Issue.....	\$54.10
<u>Receipts</u>	Sale of March Issue.....	15.40
	Advertising sold.....	5.25
	Share on Raffle Tickets.....	16.25
	Fleischer Studios for April.....	<u>15.00</u>
	Balance in Fund .....	<u><u>\$106.00</u></u>